Connecting Charities through Mobile Fundraising

About the Mobile Giving Foundation

The Mobile Giving Foundation (MGF) is a 501(c)(3) Public Charity, which operates as a Donor Advised Fund, and grants 100% of the donation to the recommended pre-qualified charities. Our goal is to enable the mobile channel for charitable giving in support of good causes by using the convenience, security and ubiquity of wireless network based billing systems across all mobile platforms – messaging, apps, web, advertising and social.

MGF is America’s premier carrier-billed text donation provider, where donations are charged to a donor’s monthly phone bill. We offer a turn-key fundraising solution – we take care of all the billing, technology, remittance of donations received through the wireless carriers directly to the beneficiary charity and tax receipting, while also overseeing the standards of the giving channel and certifying non-profits. Through our text-to-give channel, donors can engage with their favorite charities in a convenient and secure way, and charities in turn can cultivate new supporters and expand their donor base one text at a time. Please visit our website at https://mobilegiving.org/.

Donors using mobile giving have a high degree of satisfaction in the process based on immediacy and simplicity of action, trust in participating charities, and flexibility of giving options that do not require the use of credit cards. MGF offers flexible donation amounts for individual and monthly recurring text-to-give campaigns, as illustrated below:

Donations Amounts: $5, $10, $15, $20, $25, $30, $40 and $50.

Available Short-Codes: 20222, 50555, 80100, 52000 and 501501.

Go ahead and give it a try!

Text the keyword DEMO to 20222.

Don’t forget to reply YES/ZIPCODE for the full donor experience.

*This is a zero-billing keyword. No charges will occur
After your charity has been vetted and approved through the application process, the Mobile Giving Foundation will activate a unique keyword on an approved giving short-code at the price-point selected—followed by optimizing with post donation content. Your charity can then begin asking donors to respond to a “call-to-action” through its various awareness and marketing channels. All funds raised from the campaign are captured on our platform and remitted directly from the Mobile Giving Foundation to the beneficiary charity after the carrier billing cycles have been settled.

Here is how it works on the back end:

**MOBILE USER**
- Texts keyword
- Sends response

**Wireless Carrier**
- After confirming the desire to contribute, a donation appears on donors wireless bill.

**American Cancer Society**
- MGF remits the $10 donation to the American Cancer Society.

**Mobile Giving Foundation**
- Carrier remits $10 donation to the MGF.

**“CTA” Call To Action**
- Text “HOPE” to 20222 to donate $10 to the American Cancer Society.
Incomplete Reminder Message

To complete a text-to-give donation, donors are required to initiate and confirm. The incomplete reminder message is sent to all donors if they have not confirmed their donation after 30 minutes – to boost conversion rates.

This feature is included with all keyword activations.

Here's how it's presented:
Post Donation Content Options
To fully optimize your keywords, MGF can send follow-up messages to donors who successfully complete a donation and to those whose attempt fails due to individual carrier billing policies. There are different options charities can select from based on their overall goal.

Our most popular choice is pairing the custom accepted or monthly giving message with the redirect message.

**Community More Message**
This message is designed to build a community of consented donors. Donors can reply MORE to receive periodic messages directly from the charity. Donors who reply are captured on a consent list and stored in the MGF reporting tool for future use. Broadcasts can either be sent from an MGF short-code or a marketing code.

**Custom Accepted Donor Message**
This message is designed to increase value to the charity and donor by delivering custom content following the thank you message. This can include any language the charity deems of value to best cultivate a relationship with their donor base. (Links to social media, website, donor data collection forms, etc.) 140 characters MAX.

**Custom Redirect Donor Message**
This message is designed for donation attempts that fail due to certain carrier billing policies. If a donation fails, we immediately redirect them to the charity’s website where they can donate online - providing an instant alternative to give in the moment.
Monthly Giving
The monthly giving feature is a newly available option for charities considering a long-term campaign and is a great way to convert a one-time donor into a monthly recurring donor. When charities have the Recurring Gift feature enabled, donors will first complete a one-time gift before being presented with the option of subscribing to give monthly.

Here's how it's presented:

Opt-in Message

3-Day Reminder Message with SKIP

Thank You Message

Monthly Giving in Canada
Our Canadian counterparts, Mobile Giving Foundation Canada (MGFC), have had the privilege of utilizing the monthly giving feature for several years already and many charities rely on this function as an integral part of their fundraising efforts.

How to Get Started
Please contact MGF directly at support@mobilegiving.org for an MGF Application Packet or with any additional questions. We have additional features beyond what's highlighted above. Feel free to visit our Current Mobile Giving Programs page to see a list of active charities, keywords and price-points.

We hope to hear from you soon!